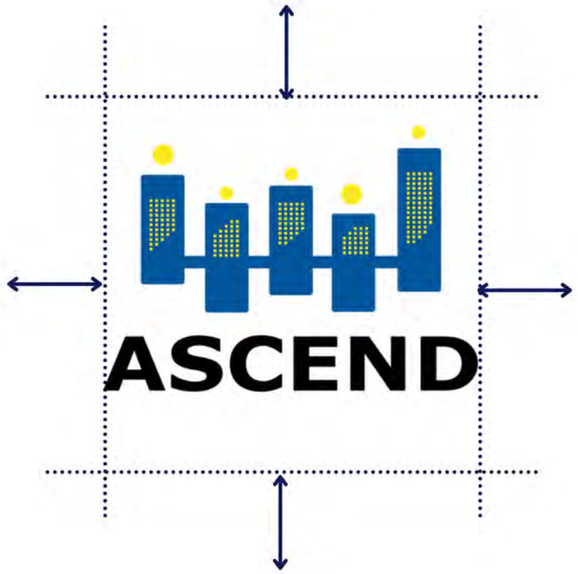
ASCEND

Brand Guidelines

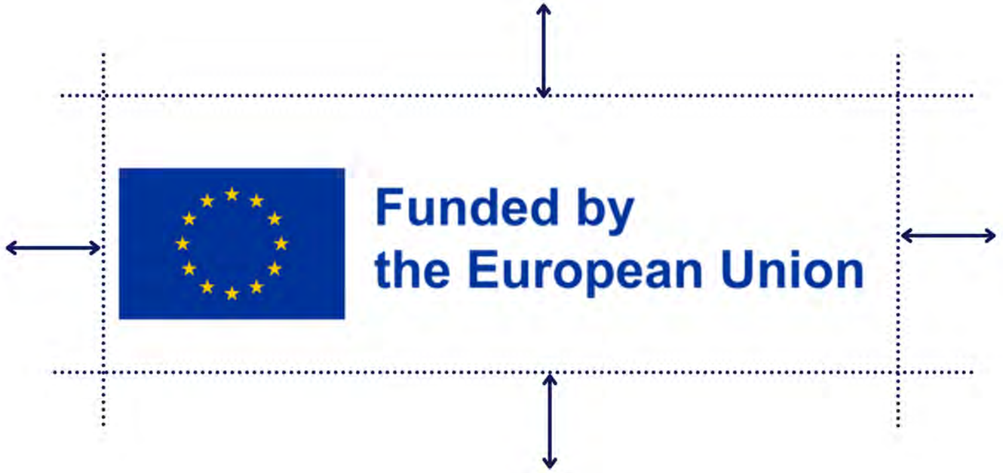
VERSION UPDATE

Funded by
the European Union

Logo Construction Grid



Square logo with project name



Banner logo with EU name

Monochromatic Logo

Funded by
the European Union

ASCEND

Funded by
the European Union

Example of the negative logos and sausage

Funded by
the European Union

Color Palette

The color palette sets a visual tone for the ASCEND brand.
Colors can also create a strong brand recall when they are associated with the brand.

Color palette guidelines

- The primary palette is to be used as base colors.
- In ASCEND we primarily use blue and shades of blue.
- One of the key elements is the gradient use
- The secondary color palette may be used to complement the primary palette and/or to use as highlights, but never to substitute.
- Consistent use of ASCEND colors across products and the use of templates is important.

Primary Palette

Navy blue
#0f1b57

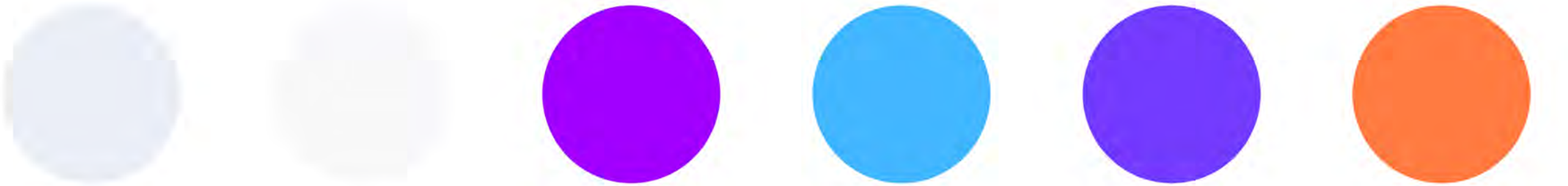
Mouse grey
#929699

Aqua green
#079db2

Royal blue
#02569b

Lemon yellow
#fceb14

Secondary Palette



Light grey
#ebeef6

Eggshell
#f7f8fa

Shiny Purple
#a100ff

Sky blue
#43b6ff

Deep purple
#733cfe

Mandarine orange
#ff7b42

Branding Elements

In ASCEND we use several branding elements to keep the recognition and consistency across various promotional products. They can be used standalone or in conjunction, depending on design choices

Branding elements consist of:

- The gradient, mixing a combination of primary and secondary colors. It can be used in a variety of shapes, as a background or highlight.
- The Bordure aka “Sausage” - to be used on the edges of designs.
- The ASCEND map outlining all lighthouse and multiplier cities.
- The icons representing various topics of ASCEND.
- Consistent use of ASCEND colors across these branding elements is equally important.

Gradient

Gradient v.1

Gradient v.2

Gradient v.3

Bordure aka “sausage”

Bordure v.1
“100% Opacity”

Bordure v.1
“50% Opacity”

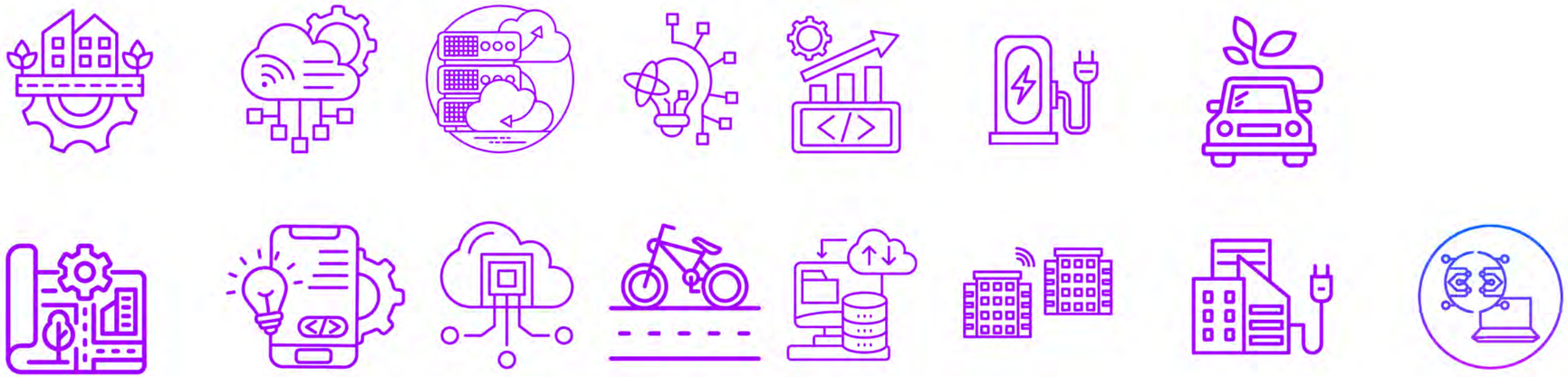
Bordure v.2
“Gradient”

Bordure v.3
Gray#ebeef6

Bordure v.4
“Full single”

Map of Europe

Icons



Typography

ASCEND has a primary signature font that defines the brand - Verdana. It is considered as a visual component (including in the logo) and should be consistent throughout.

Typography guidelines

- Select a font for heading, subheadings and body font.
- Note that these fonts can be the same, but can vary in size or style. Use the full scope of the font (light, regular, bold, black etc.)
- For documents, use the provided templates with the pre-defined fonts and graphics (refer to: ASCEND PPT and Word templates)
- Keep fonts simple and clean
- Should you encounter issues - use alternative fonts, especially when your software tool does not have the primary fonts.

Heading

Proxima Nova Black

Subheading

Verdana Pro Bold

Body

Verdana Pro Light

Primary fonts

Verdana Pro

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Heading

Proxima Nova Black

Subheading

Verdana Pro Bold

Body

Verdana Pro Light

Alternative fonts

Montserrat

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Nunito

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Avenir

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Photography and Graphics

Photographs are a great way to show how the project is progressing in each of the cities.
You can use photos of the ASCEND PCED district, people in action, workshops, as well as activities or events in the district.

Photography guidelines

- Use post processing, where needed.
- Use icons or the individual “sausages” to add titles or names
- Crop to zoom in on important elements - the people or the actual site (a detail is sometimes better than a zoomed out large image.
- Where possible, use graphics elements together with photography, examples shown

Munich

Porto

Charleroi

Prague

Lyon

Stockholm

Budapest

Alba Iulia

Prague, Czech Republic

Stockholm, Sweden

Alba Iulia, Romania

Budapest, Hungary

Porto, Portugal

Munich, Germany

Lyon, France

Charleroi, Belgium